

MINUTES

COUNCIL ON RECYCLING
NOVEMBER 13, 2002
EXHIBITION HALL
1919 EXPO WAY
MADISON, WISCONSIN

Council Members Present: Daniel Meyer; John Reindl; Tracy Toltzman.

Council Members Absent: Jacqueline Moore Bowles; William Casey; Carol Kubly; Catherine Onsager.

Also attending: Suzanne Bangert, DNR; David Martens, Commerce; Cynthia Moore, DNR; Neil Peters-Michaud, Cascade Asset Management; Cassie Weiss, Grass Roots Recycling Network.

Call To Order: The meeting was called to order by Chair Dan Meyer at 9:15 A. M. Meyer noted the absence of a quorum.

Approval of Minutes of the September 11, 2002, Meeting. The Minutes were amended as follows:

Under New Frontiers the first sentence should read: "The U. S. Senate voted unanimously to ban the sale of mercury fever thermometers."

On page 5, line 2, the 2nd sentence should read: "Stone said that MSW generation is up 12% while recycling has only increased 10% since 1995."

Due to a lack of a quorum, the minutes will be approved at the next meeting.

Introduction and Announcements:

Reports:

Report of the Chair: Meyer distributed articles on recycling. Meyer said that there will be a panel on used oil filters at the AROW/WCSWMA/SWANA meeting at the Kalahari Resort, Wisconsin Dells, January 15-17, 2003. Meyer will moderate the panel, which includes Chris Snyder, Wisconsin Auto and Truck Dealers Association. Sen. Harsdorf and Rep. Plouf have also been invited to speak. Reindl said he will also be on a panel at the conference as the pro speaker in a pro/con debate on whether recycling should continue. John Reindl said recycling is changed and expanding to other materials such as used oil filters and computers. He said it is not just a landfill issue but rather an environmental impact reduction issue. We should focus on the life cycle on how we consume materials and try to reduce the impact. We need to look at the whole picture. Moore agreed, saying that waste generation is higher than the increase in recycling. A broader approach is needed. Wisconsin is still doing better than the national average. She said we are still a national leader. Meyer said he didn't see a decline in main programs. Reindl said other things have changed, such as lighter cans, smaller or no newspapers and other changes such as a shift from glass to plastic. Meyer also cited a problem in recycling away from home. As an example of that, Tracy Toltzman said that Midwest Express no longer recycled cans collected on the airplane but the Milwaukee airport did an excellent job. Meyer said more public information campaigns may be needed. Joel Stone, DNR, will attend a future meeting to update the Council on educational activities.

C&D: Reindl said that a six-story building was being demolished and the building will be recycled. They estimate that 95% of the building will be reused or recycled. Carpeting, carpet padding, ceiling tiles, steel, concrete and asphalt will be recycled. Approximately 6000 tons of material will be recycled and only 360 tons will be landfilled. He said that they learned a lot and now have more recycling contacts for building materials. The county has adopted 'green building' guidelines and this experience will enable them to help contractors. Meyer asked about the

economics of the deconstruction. Reindl said that the total cost of the project was \$178,000. They are saving at least \$50,000, and probably quite a bit more, in landfill costs alone. Meyer asked if that story is being told. This is a situation where the economics make sense. Reindl said he was trying to get the information out. Tracy Toltzman said the economics of recycling is very positive for S.C. Johnson. Moore suggested that the information be given to WasteCap for their talk and tours or their electronic newsletter.

Reindl said that a study by the University of Florida into C&D materials showed that the leachate was generally not as potent as that from a MWS landfill but that there were three particular areas of concern. 1) organics- such those found in paint thinners, solvents etc. 2) arsenic, chromium and copper from CCA treated wood. These three metals leached at high concentrations from the CCA treated wood. That is significantly different than common wisdom that says that these metals do not leach from typical applications. Reindl; said this could also be a problem with the leachate from the landfill if too much CCA treated wood is deposited in a landfill. 3) Hydrogen sulfite, created by gypsum drywall.

Reindl said that the ReStore was doing very well. Meyer suggested a tour for a future meeting.

New Frontiers: Toltzman said that she and Bill Casey had met and found that most of their priorities were being worked on by DNR or other groups. The hazardous materials were being covered. Other items, such as smoke detectors and printer cartridges were found to be less significant than feared. They will look at fluorescent light bulbs and propane tank recycling. They also reviewed their non-hazardous list and decided that carpets, textiles, mattresses and furniture deserved a review. Reindl asked if Verlo is still recycling their mattresses. Dan Fields said that he would check.

Updates:

Computer Task Force: Fields, DNR, reviewed the position from the last meeting. He said that the Council was in favor of

- 1) A study,
- 2) A ban at a date certain, giving lead time for infrastructure to develop and
- 3) To pursue procurement policies with the state.

The 2 issues left were collection and funding.

Cynthia Moore, DNR, said that a group of interested parties had met after the last Council meeting. They discussed a number of issues. The participants felt that funding had to be addressed. If there is no change then the communities would have to continue to take that burden and they have repeatedly said it was too much for them. The preference from the participants was for a front-end fee. That was a long-term solution. As a temporary measure, a back-end fee be imposed to allow the system to catch up to all the material that is out there now. A ban with some lead time was supported. The participants recognized that recycling is not the whole answer. Product design was just as important. One idea was to use the funding from BCE for a grant program. The funding currently comes from the recycling fund but it is mandated by the legislature. Moore said that we do not have all the answers but we should continue. Just because we do not have the answers to some questions e.g. internet sales, should not mean that we should stop our progress. Moore said that SHWEC is doing an infrastructure study to determine what is generated, what is out there now and where it is located. DNR is also applying for a grant from EPA to determine awareness and compliance of current regulations, especially by small businesses. Reindl asked about surveying generators. He said he is also worried about small business compliance. Moore said she will send copies of the survey to the Council members.

Moore said that the group was in favor of certification for recyclers. They would ask that larger vendors seek certification by the Independent Association of Electronics Recyclers (IAER) or similar groups. The IAER certification is rigorous and somewhat expensive to achieve, so she suggested that we develop a list of questions for smaller vendors. Those questions would serve as a checklist that would allow companies to verify that their vendors were following some type of program. She suggested that this be a voluntary program for about three years and then do an evaluation at that time. If the system was working then no modifications would be needed. If there

was a lack of compliance then legislation could be considered. Toltzman suggested that information go on a web site so that companies would be able to determine if their vendors were certified.

Reindl said he has seen problems in the appliance and fluorescent bulb areas where vendors are able to underbid because they are not following proper environmental processes. Good vendors are being hurt because of a lack of standards. He said this is a major problem that needs to be addressed. Moore said that the Markets Directory does not make any guarantees for the companies listed. She said that listing more information, such as certification, would be a good idea. Reindl suggested information on why it is important to choose a good vendor and some questions to ask. Peters-Michaud said there are other certifications, such as the Environmental Stewardship Pledge and the Institute of Scrap Recyclers Industries certification. Moore said that the auto dealers have standards for their members that work quite well. Eileen Norby, UW-System, said that a group of state agency personnel had met and they are using the Task force information. They are working on coming up with model language for computer procurement. They are looking at auditing vendors. Currently they only audit hazardous waste vendors.

Fields said there are several models to choose from for a program. Reindl said that one question that arose was how a white goods collection method would work. It is a lot easier to dispose a computer than it is a refrigerator. The charge to the consumer seemed to be about \$30. A fee of that size would discourage participation. Toltzman said she thought that the white goods model was a collection method. You would need to start with a back end financing method to take care of the backlog. Reindl said that he was not comfortable with the white goods model. However, deposit legislation captures a 90%+ return. Unfortunately, it does not encourage manufacturers to change the system. There is no focus for design changes to design for recycling or to substitute non-toxic materials. The EU actions may help. Meyer said that he wanted to have a special meeting of the Council to make recommendations. Reindl wanted some dialogue because he was on the fence. Toltzman suggested that each member take the draft report and send it out for comment. Meyer said we needed to get all the ideas on the table and make a decision from there. Fields will find a date for the meeting.

Updates:

RMDB: David Martens said that there was not much activity. Due to the extremely low interest rates, other loan programs were actually better deals. He is pursuing 12 companies at this time. He said the e-newsletter had been sent out. The RMDB also has a page on the Commerce web site.

DNR Administrative Rules and Other Activities: Moore said that the proposed rules had been OK'd by the NR Board and sent to the legislature. The legislature asked for more time to review because of the elections. The Senate committee had questions about rules and discussed these with DNR staff over a conference call. They asked about the sunset requirement for the Pilot rule and questioned why there was not a provision for an environmental factor. Moore explained that the sunset date was legislatively mandated and DNR couldn't change that. She said DNR discussed the environmental aspects of toxic materials but couldn't justify a weighting system for toxic materials to create an environmental factor. She said the department would do an assessment of the program after a year and report to the committee and would also look at the environmental factors after the program had been in operation. They also discussed questions about the Recycling Efficiency Incentive Grants Rule. The Senate was satisfied and allowed the rules to go forward.

The Assembly committee requested a public hearing. They OK'd the Pilot rule after an explanation of the sunset question. The program will begin in January, 2003. The Assembly committee had questions on the proposed Recycling Efficiency Incentive Grants Rule. They asked the department to clarify the review periods. The Assembly committee objected to the eligibility of cities and counties based on size, although they dropped their objection to county eligibility after it was explained that counties had been required to take affirmative action to become a county RU. In effect, they had taken action to become more efficient. Moore said that the department agreed to consider the requested modifications and has submitted a proposal for approval to the Natural

resources Board to have 25% of the regular program reviews be for grant recipients. Additionally, the department is proposing that cities over 50,000 have to have taken one of the following actions to be eligible for the grants:

- 1) Either conducted or hired a consultant to analyze cost effective changes to the local recycling programs or
- 2) Was or is a member of an organization that is composed of at least 50% RU's and meets at least once a year and discusses planning development information or evaluation of any recycling activity.

Moore said the committee had not asked for deletion of the 50,000 option but was looking for modifications to it. The NR Board will discuss this at their December 10, 2002 meeting. If approved, it will go back to the legislature and the legislature will have ten days to decide if this is an appropriate change. If they OK the rule it will be in effect by March 1, 2002 and the grants will be out on time. Meyer asked Fields to poll the Council so the Council can make a recommendation to the Board. Fields said he would do that. He also said that information is now available about Council activities on the DNR web site. Fields said he will send the Council members a link to the web site.

Moore said that the carpet stewardship program was continuing. Paul Koziar is the DNR contact on that program. The DNR is submitting a grant request to EPA in partnership with WasteCap for that program.

Moore said that DNR had received a \$50,000 grant to do outreach on fluorescent lights.

Moore said that DNR is a member of a multi-state workgroup on beverage containers.

Moore said she was attending a textile standards workgroup on certification standards.

Moore said that she has a follow up group working on recycling efficiencies. They are looking at going beyond the initial proposal to reward individual RU efficiencies.

Moore said she was on a workgroup looking at recycling efficiency for the department. Some of the ideas she will be taking to the DNR Waste Management Team include grant cycles lasting 2 years, stepped enforcement, compliance issues, reporting requirements and procedures. Some changes would be statutory and others would only involve changes to the administrative code.

Suzanne Bangert, DNR, delivered a power point presentation to the Council on the DNR **Environmental Management System (EMS)** that she and Mike Degan, DNR, originally presented to the DNR Department Leadership Team.

EMS Basics- a Plan-Do-Check-Act cycle that asks the question: "**Where should we spend our resources to affect the greatest environmental gain?**"

Focus of the WDNR EMS:

- Walk the talk- do the same thing that we are asking industry to do
- Improve policy and regulations systemically
- Include key partners to address environmental issues
- Model transparency ("come and see")
- Build our skills to evaluate EMS's

Where in the agency are we applying EMS's?

- Spooner Campus
- Lake Kegonsa Park
- Air Management at Foundries
- Waste Management

What DNR EMS's are intended to deliver

- Increased Environmental protection
- Efficient and Effective deployment of resources- fewer staff to do the work
- New Trust relationships with community
- Enhanced employee morale, strategic retention

How did we go about the business of applying an EMS to policy development?

Priorities for policy development

- Set clear goals

department Establish common expectations- shared by DNR and others outside the
department Define guiding principles
Engage stakeholders in strategic planning (members' names and affiliations
available)

First stakeholder group –	Set objectives and targets
Target two group-	Identify what's most important
Target one group-	Finalize principles
Target three group-	Set vision and strategic goals

Objectives and Targets

- Create common expectations and principles
- Create a future for the Waste Program through strategic thinking with stakeholders
- What's most important?
 - Themes from the (6) regional meetings
 - Redefine 'waste'
 - Look at waste management as a system
 - Increase regulatory flexibility & innovation
 - Look at incentives and disincentives
 - Build strong relationships

Final Principles

- Clear and measurable goals
- Resource use and conservation
- Informed environmental choices
- Accountability
- Public involvement
- Mechanisms

Why Establish Principles?

- To provide a shared foundation between the Waste Program and its stakeholders to achieve effective waste and materials management
- To help spark honest, constructive dialogue among the wide range of interested

parties

- To underscore that resource use and conservation are issues of stewardship for so many- not just the Waste Program or DNR

Vision and Strategic Goals

Develop a strategic policy plan for the future of waste management that will effectively bring about the greatest environmental gain for Wisconsin DNR- Development involved all of the subprograms: recycling, mining, environmental monitoring, special waste and hazardous waste

Moving Towards Zero Waste- A shared vision for Wisconsin's Future- a long term project

- Minimize and prevent waste
- Minimize the potential for environmental impacts of landfills
- Eliminate backyard burning and dumping
 - Addresses burying waste in backyards
- Education- actually a part of all of the above goals

Next Steps

- Brief the Governor's office
- Brief key legislators
- Implement activities for the goals
 - Have already applied for several grants
- Check in with stakeholders
- Measure performance

Public Comment: None

Other Business:

The next regular Council meeting is Thursday, January 16, 2002, at 4:00 PM at the Kalahari Resort, Wisconsin Dells.

Potential agenda items: mercury products, tour of ReStore in Madison (March meeting).

A special council meeting on electronics recycling will be held December 18, 2002.

Adjournment: Reindl moved, Toltzman seconded. The Council adjourned at 11:55 A.M.

Respectfully submitted by Daniel B. Fields, Department of Natural Resources.